

Rep Order# 9849460 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/22/2012 12:29 PM  
Last Received: 10/22/2012 12:21 PM  
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 60S  
Estimate# 2175  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2175  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. TR&

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	2	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/23-10/29	1 P2	1	1	\$1,000.00	
	3	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/23-10/29	1	1	1	\$1,000.00	
	4	TU-F,M	7A-9A	THE EARLY SHOW	:60	\$900.00	10/23-10/29	1	1	1	\$900.00	
	5	SA	6A-7A	12 NEWS SATURDAY	:60	\$500.00	10/27-10/27	1	1	1	\$500.00	
	6	SA	8A-10A	SATURDAY EARLY SHOW	:60	\$1,500.00	10/27-10/27	1 P1	1	1	\$1,500.00	
	8	TU-F,M	9A-10A	THE DOCTORS	:60	\$700.00	10/23-10/29	1 P2	1	1	\$700.00	
	11	TU-F,M	2P-3P	THE TALK	:60	\$1,100.00	10/23-10/29	1	1	1	\$1,100.00	
	12	TU-F,M	4P-5P	NEWS AT 4	:60	\$1,300.00	10/23-10/29	1	1	1	\$1,300.00	
	13	TU-F,M	530P-6P	NEWS	:60	\$1,800.00	10/23-10/29	1	1	1	\$1,800.00	
	14	TU-F,M	630P-7P	NEWS	:60	\$3,000.00	10/23-10/29	1	1	1	\$3,000.00	
	15	TU-F,M	7P-730P	INSIDE EDITION	:60	\$5,000.00	10/23-10/29	1 P1	1	1	\$5,000.00	

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	16	TU-F,M	727P-8P	ENT. TONITE	:60	\$6,000.00	10/23-10/29	1 P1	1	1	\$6,000.00	
	17	TU-M	11P-1135P	12 NEWS AT 11P	:60	\$5,000.00	10/23-10/29	1 P2	1	1	\$5,000.00	
	18	TU-F,M	1136P-1236A	DAVID LETTERMAN	:60	\$1,500.00	10/23-10/29	1 P2	1	1	\$1,500.00	
	19	TU-F,M	1236A-136A	LATE LATE SHOW	:60	\$350.00	10/23-10/29	2 P2	1	2	\$700.00	
	20	SA	1135P-1205A	TWO & A HALF MEN	:60	\$700.00	10/27-10/27	1 P3	1	1	\$700.00	
	21	SA	1205A-105A	CRIMINAL MINDS	:60	\$350.00	10/27-10/27	1 P3	1	1	\$350.00	
	24	SU	10P-11P	THE MENTALIST	:60	\$15,000.00	10/28-10/28	1 P2	1	1	\$15,000.00	

---REPORT TOTALS---

Report Totals: 19 / \$47,050.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$47,050.00 Nov 12: C / \$0.00

Sales Totals: 19 / \$47,050.00

Station Totals: 19 / \$47,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$117,625	CABL 0%	EKRC 0%	UNKN 60%	WBQC 0%	WCPO 0%
		WKRC 40%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null  
Demos RA35+

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

# ORDER

Orders	Order / Rev:	67617
	Alt Order #:	09849460
	Product Desc:	OBAMA 60S
	Estimate:	2175
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Advertiser	Obama/D/President
Name:	A35+
Demographic:	Presidential Elections
Product Codes:	P-1
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$33,900.00	\$28,815.00
10/29/12	10/29/12	5	\$13,150.00	\$11,177.50

Totals		# Spots	Gross Amount	Net Amount	Rating
Month		14	\$33,900.00	\$28,815.00	0.00
October 2012					
November 2012		5	\$13,150.00	\$11,177.50	0.00
Totals		19	\$47,050.00	\$39,992.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$47,050.00
Market	100%	\$117,625.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$70,575.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/23/12	10/29/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
5a Good Morn Cincinnati															
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/23/12	10/29/12	MTWTF--	1	\$1,000.00	0.00								
E 2	WKRC	10/23/12	10/29/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	MTWTF--	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
5a Good Morn Cincinnati															
GOOD MORNING CINCY @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/23/12	10/29/12	MTWTF--	1	\$1,000.00	0.00								
E 3	WKRC	10/23/12	10/29/12	CBS This Morning	CM	7:00 AM-9:00 AM	MTWTF--	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
CBS Morning News															



Order / Rev:	67617	Advertiser:	Obama/D/President
Alt Order #:	09849460	Product Desc:	OBAMA 60S
Flight Dates:	10/23/12 - 10/29/12	Estimate:	2175

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKRC	10/23/12	10/29/12	Late Late Show Late Late Show	CM	12:36 XM-1:36 XM	MTWTF--	1:00	2	\$350.00	P-2	0.00	NM	2	\$700.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/23/12	10/29/12	MTWTF--	2	\$350.00	0.00								
E 16	WKRC	10/27/12	10/27/12	Sat Late Fringe Rotator Sat Late Fringe Rotator	CM	11:35 PM-12:05 XI	-----S-	1:00	1	\$700.00	P-3	0.00	NM	1	\$700.00
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S-	1	\$700.00	0.00								
E 17	WKRC	10/27/12	10/27/12	Sat 1205a-105a Sat 1205a-105a	CM	12:05 XM-1:05 XM	-----S-	1:00	1	\$350.00	P-3	0.00	NM	1	\$350.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S-	1	\$350.00	0.00								
E 18	WKRC	10/28/12	10/28/12	Sun Reg 4 Sun Reg 4	CM	10:00 PM-11:00 PI	-----S	1:00	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
The Mentalist															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S	1	\$15,000.00	0.00								
													Totals	19	\$47,050.00